



# 2009 MIDWEST REGIONAL ENERGY STAR® CONFERENCE

**March 12 – 13, 2009**  
**The Lexington Center and the Hyatt Regency Hotel**  
**Lexington, KY**

## **SPONSORSHIP OPPORTUNITIES**

### **Presenting Sponsor (\$30,000+++ ) Exclusive – One Available**

- 4 – 8 X 10 Prime exhibit booth spaces
- Listing as Presenting Sponsor with logo in conference program
- Logo and company website link on conference webpage
- Full color, full page ad in conference program
- Logo on signage at entrance to conference
- Ten conference passes
- Included in all Pre-Conference Television, Radio and Print Media Advertising
- Included in all Conference and Post-Conference Media Coverage
- ***Right of first refusal:***
  - Opening Day Reception (see below)
  - Registration Bags (see below)
  - Name Badges (see below)

#### **+Opening Day Reception (Cost of Food & Beverage, Tax & Gratuity)**

- On-site Signage
- Hospitality Suite Advertising with logo in conference program
- Exclusive right to giveaway items in Hospitality Suite
- Logo and listing on Conference web page

#### **+Registration Bags (Cost of Quality Bags)**

- On-site Signage
- Listing as Registration Bag Sponsor with logo in conference program
- Logo and listing on Conference web page

#### **+Name Badge Sponsor (Cost of custom printing and lanyard)**

- On-site Signage
- Listing as Name Badge Sponsor with logo in conference program
- Logo and listing on Conference web page

**Gold Sponsors (\$15,000)**

- 2 – 8 X 10 exhibit booth spaces
- Listing as Gold Sponsor with logo in conference program
- Logo and company website link on conference webpage
- Full color, ½ page ad in conference program
- Logo on signage at entrance to conference
- Eight conference passes

**Silver Sponsors (\$10,000)**

- 1 – 8 X 10 exhibit booth space
- Listing as Silver Sponsor with logo in conference program
- Logo and company website link on conference webpage
- Full color, ¼ page ad in conference program
- Logo on signage at entrance to conference
- Four conference passes

**Bronze Sponsors (\$5,000)**

- 1 – 8 X 10 exhibit booth space
- Listing as Bronze Sponsor in conference program
- Logo on signage at entrance to conference
- Two conference passes

**Additional Sponsorship Opportunities:****Education Tracks (\$7,500 – Four Available)**

**(1) Building Science (2) Business Cents (3) Green Building (4) Energy Efficient Marketing**

- Opportunity to introduce the session and speaker
- Signage outside all Track related seminar rooms
- Exclusive right for giveaway item to all Track related seminar attendees, during seminar
- Listing as Track Sponsor with logo in conference program
- Logo and listing on Conference web page

**Opening General Session (\$5,000) + F & B, T & G**

- Opportunity for “welcome” remarks and introduce speaker
- Listing as Opening General Session Sponsor with logo in conference program
- Exclusive right for giveaway item to all attendees during the Opening General Session
- On-site Signage
- Logo and listing on Conference web page

**Breaks (\$3,000 - all breaks both days) + refreshment costs**

- On-site Signage
- Listing as Break Sponsor with logo in conference program
- Exclusive right to giveaway items at Break Stations
- Logo and listing on Conference web page

**Opening Day Lunch (\$5,000) + F & B, T & G**

- Opportunity for "welcome" remarks and introduce speaker
- Listing as Opening Day Lunch Sponsor with logo in conference program
- Exclusive right for giveaway item to all attendees during the Opening General Session
- On-site Signage
- Logo and listing on Conference web page

**Opening Day Reception (\$3,000) (Available only if Presenting Sponsor opts out) + F & B, T & G**

- Opportunity for "welcome" remarks
- Listing as Opening Day Reception Sponsor with logo in conference program
- Exclusive right for giveaway item to all attendees during the Opening Day Reception
- On-site Signage
- Logo and listing on Conference web page

**Closing Day Lunch (\$5,000) + F & B, T & G**

- Opportunity for "welcome" remarks and introduce speaker
- Listing as Closing Day Lunch Sponsor with logo in conference program
- Exclusive right for giveaway item to all attendees during the Closing Day Lunch
- On-site Signage
- Logo and listing on Conference web page

**Trade Show Area (\$3,000) 2 days**

**Suggestions:** "Wireless Café" or "Ice Cream" Bar or "Create your own unique idea"

- On-site Signage
- Listing as Break Sponsor with logo in conference program
- Exclusive right to giveaway items at Break Stations
- Logo and listing on Conference web page



**3146 Custer Drive, Lexington, Kentucky 40517**

**Phone 859-273-5117 / Fax 859-271-0291**

**[www.hbalexington.com](http://www.hbalexington.com)**



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## SPONSORSHIP COMMITMENT FORM

Company Name \_\_\_\_\_

Company mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Office Phone \_\_\_\_\_ Office Fax \_\_\_\_\_

Contact Name \_\_\_\_\_

Position \_\_\_\_\_ Email \_\_\_\_\_

**I want to participate in the Midwest Regional ENERGY STAR Conference with the following Sponsorship:**

**Sponsorship Chosen:** \_\_\_\_\_

**I understand the financial commitment is for \$** \_\_\_\_\_

**Please charge my credit card for this amount: \$** \_\_\_\_\_

(circle one)      Visa      Master Card      Amex

**Card Number:** \_\_\_\_\_

**Issued in the name of** \_\_\_\_\_

**Expiration** \_\_\_\_\_ **Security code** \_\_\_\_\_ **Signature** \_\_\_\_\_

-OR-

☐ **Please invoice me at the above address for the Sponsorship fee chosen above.**

**Signature** \_\_\_\_\_

**Please fax completed form to 859-271-0291 or e-mail to [sandy@hbalexington.com](mailto:sandy@hbalexington.com)**



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